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Vegetables for ZALE

Piedmont Planis

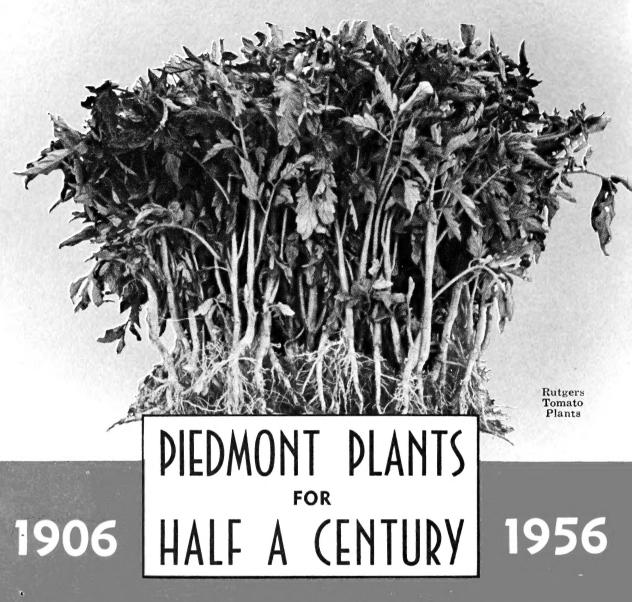
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Diedmont Planis

P. O. BOX 684

PLANT CO.

GREENVILLE, S. C.



In 1906 the first seed to produce Piedmont Plants was sown. Now more than one billion plants later we at Piedmont are proud of a record which covers fifty continuous years of growing quality vegetable plants. At this time we would particularly like to thank our friends and patrons for their faith and support through those years.

The following was enclosed in an order sent to us in 1954: "I am 81 years old, have had a garden for thirty years, and have patronized you for twenty of them." Another wrote: "If you care to look at your books you will find that I have been using your plants every year since 1930." And another: "We have bought of this company for twenty-five years." It always pleases us to hear from our old friends.

From its beginning the Piedmont Plant Co, was built upon a firm foundation of customer satisfaction. It was this simple policy which enabled us to continue in business for half a century. It is this same policy which enables you to place your order with complete confidence this year and every year.

THE PIEDMONT GUARANTEE

Our plants are guaranteed to be exactly as described in this catalog, grown from the best seed obtainable, true to name, varieties labeled and carefully packed. We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge or refund your money, provided you notify us within 10 days after receipt. We send you only the highest quality plants, and gladly stand back of them. However, weather, soil and care also influence crops, so in no case will we be responsible for any amount beyond the purchase price.

DuVernets, with belief in the future of field grown vegetable plants have devoted their time and energy to the development of better methods of production. We have seen this business of growing and shipping vegetable plants increase tremendously. Now those years of experiment and improvement serve us well, and we can offer you products which are the result of a priceless "know how" which only experience can provide.

Ernest Parker Duvernet

Founder (1865-1942)

Robert Parker Duvernet

James Parker Duvernet President and General Manager



TOP QUALITY

SUITABLE CLIMATE Our farms are located where it's not too hot and not too cold. Warm enough to grow plants in the open, there is enough cold weather to harden them for setting in fields in the North.

(1895-1952)

SEED AND PLANTING Knowing the importance of a good beginning, we use the best seed available, certified where possible, and grown for us by the leading seedsmen. This seed is planted on disease free land by modern high speed drills.

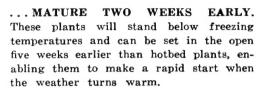
CULTIVATION—Only large scale production and years of experience can provide the care and attention our plants receive during growth. The result is large deep-rooted plants which will surpass any others you can set.

INSECT AND DISEASE CONTROL In order to ship clean plants, free from insects and disease, we apply the newly developed insecticides and fungicides by high power tractor dusters, sprayers, and airplane.

PACKING AND SHIPPING You want your plants to arrive in living condition and so do we. To insure this we are continually experimenting with and improving our shipping methods. Each bunch of plants is wrapped in damp moss and paper. 'The bunches are then packed in specially designed shipping containers.

Piedmont Plants Grow





... ELIMINATE BOTHER OF HOTBEDS. Our soils and climate are ideally adapted to growing hardy, healthy plants. Starting gardens is our business so let us do it for you.

... ARE DIRECT FROM FIELD TO YOU. When you receive plants from us you can be sure that they are the variety you want, pulled fresh, packed immediately, and shipped straight to you. We spare no expense to deliver what you want, when you want it, and in a condition that will please you.

Order some of these fine plants and enjoy the best cabbage you've ever grown.

CULTURE—CABBAGE, COLLARD, BROCCOLI AND CAULIFLOWER—Prepare land with one thousand pounds of 4-8-6 fertilizer in three-foot rows. Set plants 15 to 18 inches in the row, which requires about ten thousand plants to the acre. These plants are frostproof, and will usually stand a temperature of ten degrees below freezing. Set the plants in the soil up to the bud and water. For sucking insects spray with Blackleaf 40 or dust with Rotenone. For leaf-eating insects dust with calcium arsenate or 5% DDT dust.

OUTSTANDING CABBAGE VARIETIES



CHARLESTON WAKEFIELD—71 days from plants. Heads pointed and heart shaped, weighing 4 to 5 pounds. This is a selection of the Early Jersey Wakefield, a week later, but with larger heads. Popular for the home garden, and very cold resistant.



COPENHAGEN MARKET—70 days from plants. The leading market variety. Heads large, round and solid with few outer leaves, weighing 3 to 3½ pounds. Our strain of this variety is extra early, and very uniform.

We won many ribbons at Fair with your vegetables last year. Cauliflower, cabbage, peppers and eggplant were all first in our county. Can you believe it possible! They all were firsts and all came from your company.

Mr. Milton C. Hogness, Delamere, N. Dak.

Charleston Wakefield

Cabbage

Plants



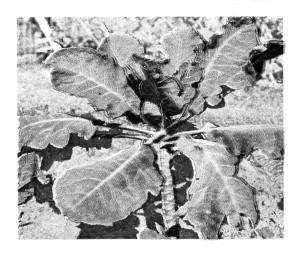
GOLDEN ACRE — 65 days from plants. Earliest round headed cabbage, averaging 3 pounds to the head. An extra early Copenhagen Market with a smaller head. Heads are round and solid. A favorite with market gardeners for early market.

EARLY ROUND DUTCH—75 days from plants. An excellent second early variety for home and market garden. Heads ball shaped, very firm, weighing 4 to 5 lbs. Cold resistant and seldom goes to seed.

Cabbage plants ready January to June.

MARION MARKET—75 days from plants. A yellows or wilt resistant type of Copenhagen Market. Same shape as Copenhagen, but will make a heavy crop on land infested with yellows disease where other varieties fail. Somewhat coarser than Copenhagen.

WISCONSIN HOLLANDER—100 days from plants. A yellows resistant strain of Danish Ballhead. A splendid late cabbage for storage, shipment, and kraut manufacture. A heavy yielder on yellows infested land. Heads are 7 to 9 lbs., of excellent quality and keep well until Spring.



Piedmont's GEORGIA COLLARD

Similar to Cabbage Plants, but do not make heads. Make large, succulent green leaves of excellent flavor for use as "boiling" greens. Very hardy and easy to grow. VARIETY: GEORGIA COLLARD. Ready January to July.

PRICES ON CABBAGE AND COLLARD PLANTS

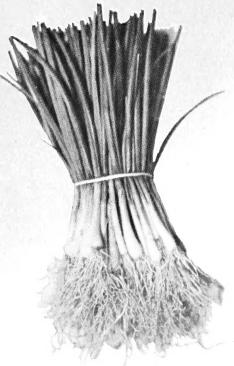
Cabbage tied 50 to bundle.

Shipping weight 18 lbs. to 1000 plants.

	BY	MAIL POSTPAID			EXPRESS COLI	LECT	
100	Plants	for	\$1.10		Plants for		
200	Plants	for	1.65		to 4,000 Plants		
500	Plants	for	2.95		to 9,000 Plants		
		for		10,000	and over	2.00 per	1000

Write for prices on lots of 100,000 or over-Telephone HEmlock 2-1416, Night HEmlock 6-3165





... GROW LARGE SWEET ONIONS. Southern grown onion plants are rapidly displacing onion sets because they will grow early, sweet onions two to three times larger than sets.

... PROVIDE SPRING ONIONS OR LARGER BULBS. From our plants you may pull green onions as needed before the bulb enlarges, or large onions after the bulb has formed.

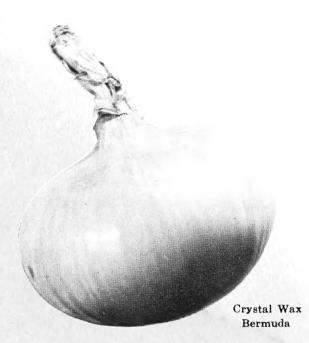
... MAKE GOOD KEEPERS. Piedmont onion plants seldom run to seed, and are excellent keepers if you wish to save for winter storing.

Add zest to your garden with Piedmont onion plants.

Yellow Sweet Spanish Onion Plants

CULTURE—ONIONS—Onions are frostproof and can stand a temperature ten degrees below freezing. Prepare land in two-foot rows using one thousand pounds of 4-8-6 fertilizer to the acre. Set plants 4 to 5 inches apart in the row, which requires 50 to 60 thousand plants to the acre. Harvest when the tops dry and cure for storage. Dust for onion thrip with 5% DDT or Benzine Hexachloride.

POPULAR ONION VARIETIES



Mild and Delicious

YELLOW BERMUDA. The most popular and widely planted of the Bermuda varieties. It is sometimes called the White Bermuda although it is a light yellow or straw color. This is a thin flat shaped onion, and very sweet. Many people eat them like an apple.



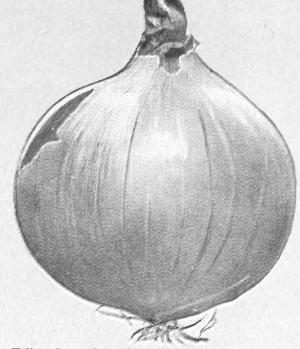
CRYSTAL WAX BERMUDA. One of the most attractive onions grown. It is a clear, waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.

Our order last year for cabbage and onion plants were beyond our expectations and were the marvel of our neighborhood, too.

Sweet Flavored Long Keepers

SWEET SPANISH OR VALENCIA— UTAH JUMBO STRAIN

Earlier, milder, and a much better keeper, this is a decided improvement over the Riverside strain. One of the largest and sweetest onions, nearly globular, with golden yellow skin and white flesh. More resistant to disease and insect pests than other varieties, it will produce delicious spring onions, or if allowed to ripen, mild dry onions sometimes weighing a pound or more. Store them in a cool dry place, and they will keep for months.



Yellow Sweet Spanish

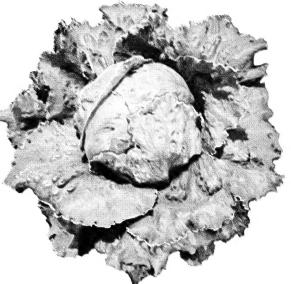
PRICES ON ONION PLANTS

Onion plants tied 100 to bundle. Shipping weight 7 lbs. to 1000 plants.

	BY	MAIL POSTPAID			EXPRES	S COLLE	CT	
100	Plants	for	.80	500	Plants for.	\$1.	.10	
200	Plants	for	1.10	1,000	to 4,000 P	lants 2.	.00 per	1000
500	Plants	for	2.00	5,000	to 9,000 P	lants 1.	75 per	1000
1000	Plants	for	3.00	10,000	and over _	1.	.50 per	1000

Onion plants ready January to June

Frost-Proof



LETTUCE PLANTS

The easy way to success in growing head lettuce lies in letting us start your plants early. When the danger of a severe freeze is over, you can set vigorous plants in your garden which soon develop tender, crisp heads for your table. Ready January to June.

GREAT LAKES—The most satisfactory strain of the Iceberg or Imperial type yet developed. Resistant to tip burn and slow to bolt. Stands up under most adverse weather conditions, and has succeeded well in all sections of the country.

CULTURE—LETTUCE—Prepare land in two-foot rows using one thousand pounds of 4-8-6 fertilizer to the acre. Set plants 12 inches apart in the row, which will require twenty thousand plants to the acre. These plants will stand ten degrees below freezing, and should be set early enough to head before hot weather.

PRICES ON LETTUCE PLANTS

	BY	MAIL POSTPAID		EXPRESS COLLECT
25	Plants	for	.80	500 Plants for\$2.25
50	Plants	for	1.10	1,000 to 4,000 Plants 4.00 per 1000
100	Plants	for	1.65	5,000 to 9,000 Plants 3.75 per 1000
500	Plants	for	4.00	10,000 and over 3.50 per 1000
1000	Plants	for	6.00	Lettuce Plants tied 25 to bundle.

Shipping weight 18 lbs. per 1000 plants.

Piedmont Frost-Proof





Considered a delicacy in the vegetable line, tender, delicious broccoli is very popular. Order some for your garden and enjoy summer-long yield. Broccoli bears a succession of sprouting heads, which if kept cut, will be replaced by others for 8-10 weeks. Plants are hardier than cauliflower and are ready January to June. VARIETY—Calabrese Improved, Green Sprouting.

PRICES: BY MAIL POSTPAID

25	Plants	for	.80
50	Plants	for	1.10
100	Plants	for	1.65
500	Plants	for	4.00
1000	Plants	for	6.00

BY EXPRESS COLLECT

		-	P. A. A.4.	KA AVA		COLL	LOI		
5	00	Pl	ants	for_			\$2.25		
1,0	00	to	4,000	Pla	nts	for	4.00	per	1000
5,0	00	to	9,000	Pla	nts	for	3.75	per	1000
10,0	00	Pla	ints	and	over	for_	3.50	per	1000

CULTURE—BROCCOLI AND CAULIFLOWER—SEE PAGE 4

Piedmont Frost-Proof

CAULIFLOWER PLANTS . . .



Be sure of attractive white-headed cauliflower in your garden. Our plants are hardy and can be set earlier than home grown plants. To head cauliflower be sure to protect the head from sunlight. Gather the tops of the leaves together loosely as soon as the head begins to form, but do not cramp. VARIETY—Early Snowball. Most widely used early variety. Ready January to June.

PRICES: BY MAIL POSTPAID

25	Plants	for	\$1.00
50	Plants	for	1.35
100	Plants	for	1.90
500	Plants	for	5.35
1000	Plants	for	8.50

BY EXPRESS COLLECT

500 Plants for_____\$4.00 1,000 to 4,000 Plants for__ 7.00 per 1000 5,000 to 9,000 Plants for__ 6.50 per 1000 10,000 Plants and over for_ 6.00 per 1000 Broccoli and Cauliflower tied 50 to bundle. Shipping weight 18 lbs. per 1000 plants.

Your plants have been unsurpassed in quality and productiveness. I have stressed quality in my products and with your help in the past four years my name is linked with quality vegetables in this locality.



Piedmont Plants Grow BETTER TOMATOES

ADVANCE YOUR HARVESTING TIME WITH PIEDMONT PLANTS

Piedmont Field-Grown Tomato Plants become acclimated to outdoor temperatures, and this of course enables you to set them in the open at an early date. They are not frostproof as it is impossible to grow frostproof tomato plants. However, they are not like tender seedlings from a hothouse. Piedmont tomato plants are large, stalky plants which we can guarantee to deliver in good condition anywhere east of the Rocky Mountains.

BENEFIT FROM OUR YEARS OF EXPERIENCE. Piedmont Field-Grown Tomato Plants receive the experienced care which only years of large scale production can provide. The best Certified seed obtainable is used, and the plants are Certified by the State of Georgia. The seed is disinfected before planting on disease-free land, and the plants are thoroughly dusted by power dusters from the time they come up.

CULTURE—TOMATO—Prepare land in four-foot rows, using 600 lbs. of 4-12-6 fertilizer to the acre. Set plants up to the first leaf three feet apart in the row, which requires 3,500 plants to the acre. Will stand no frost. For insects, fungous and bacterial diseases spray every 10 days with Bordeaux Mixture, or dust with 7% metallic Tri-Base Copper Sulphate and 20% calcium arsenate.

Tomato Plants ready April, May, June.

Write for Prices in quantity lots

DAYS TO HARVEST FROM PLANTS

SHAPE OF FRUIT

	STOKE	D. MAR	STONE	o.5 RUT
65	68	77	80	82
*	2	*	24	- Ala

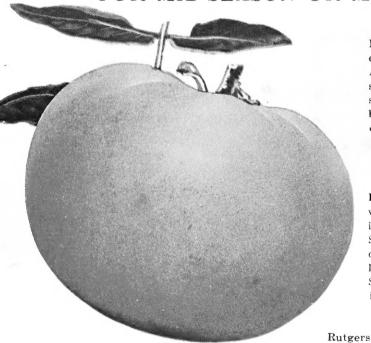
FIELD-GROWN TOMATO VARIETIES



FOR EARLY CROP

VALIANT. An extra early, largefruited variety which, because of its size and heavy yielding ability over a long period, is gaining popularity for both home and market use. The fruit is deep globular, meaty, and much superior to Earliana and similar varieties. Valuable for early market and in sections with a short growing season.

FOR MID-SEASON OR MAIN CROP



MARGLOBE. Wilt resistant tomato developed by U. S. Department of Agriculture. Fruit medium size. smooth and solid; globe shape, scarlet color, good shipper. Has become very popular for main crop.



RUTGERS. A new wilt resistant variety rapidly coming into favor in the eastern canning sections. Similar to the Marglobe in many characteristics, it produces slightly larger fruit and more foliage. Scarlet in color, it ripens from the inside out.

PRICES ON FIELD-GROWN TOMATO PLANTS

Tomato plants wrapped 50 to bundle. Shipping weight 30 lbs. to 1000 plants.

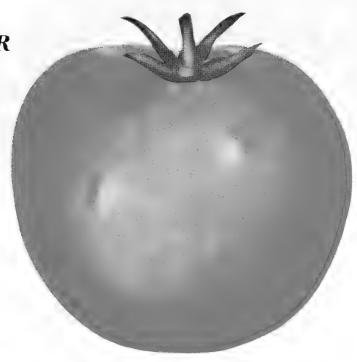
		MAIL POSTPAID			EXPRESS COLI	LECT	
50	Plants	for	\$1.10	500	Plants for	\$2.25	
100	Plants	for	1.65	1,000	to 4,000 Plants	4.00 per	1000
500	Plants	for	4.00	5,000	to 9,000 Plants	3.75 per	1000
1000	Plants	for	6.00	10,000	and over	3.50 per	1000

Write for prices on lots of 100,000 and over-Telephone HEmlock 2-1416, Night HEmlock 6-3165

STOKESCROSS TOMATO PLANTS

FOR HYBRID VIGOR

For several years hybrid tomatoes have surpassed the standard open pollinated varieties in production and quality, and yields up to 30 tons have been recorded. We offer you F2 tomato plants which are produced from seed obtained from the Francis C. Stokes Co., Vincentown, N. J., the originator of the Stokescross hybrids. Due to the fact that hybrid seed has to be produced by expensive hand pollination, the cost of these plants is a little higher, but results will more than repay.



Stokescross No. 5

VARIETIES

BY MAIL POSTPAID

STOKESCROSS NO. 1-A new F2 cross which combines earliness, size, and productiveness. Deep red in color, free from interior core, its rich flavor recommends it to all market gardeners. Will develop a fruit average of 4½ ounces, with remarkable ability to yield that size until the last picking.

STOKESCROSS NO. 5-An improvement over the No. 4 with a heavier foliage, and larger fruit. The fruit is very solid and highly colored. It surpasses standard main crop varieties in production and quality. We highly recommend this valuable tomato to the canner, the market gardener, and the home gardener.

PRICES ON STOKESCROSS TOMATO PLANTS

50 Plants for_____\$1.40 500 Plants for _____\$3.25 1000 to 4000 Plants_ 6.00 per 1000 5000 to 9000 Plants_ 5.75 per 1000 100 Plants for 2.15 500 Plants for 4.50 1000 Plants for_____ 8.00 10,000 and over____ 5.50 per 1000

Note: ALL OF OUR TOMATO PLANTS ARE CERTIFIED BY THE GEORGIA DEPARTMENT OF ENTOMOLOGY. However, the crates are not so tagged except in quantities of 500 or more, and then only when specified by the customer.

EXPRESS COLLECT

Piedmont Plants Grow PEPPERS...





Set our pepper plants in the open field after the danger of frost is over. These hardy field-grown plants are enormously productive and will assure you of an early crop of superior peppers, Ready April, May, June.

CALIFORNIA WONDER-75 days. The outstanding mild, sweet variety for home gardeners, market gardeners and shippers. Fruit is four-lobed and chunky, very large with flesh thicker than any other variety. It is ideal for stuffing and baking.

CULTURE—PEPPER AND EGGPLANT—These plants will not stand any frost. Prepare land in three-foot rows using 800 lbs, of 4-12-6 fertilizer to the acre. Set plant up to the first leaf two feet apart in the row, which requires 7,500 plants to the acre. Dust Eggplant every 10 days with 20% arsepate dust for potato bugs.

PRICES ON PEPPER AND EGGPLANT PLANTS

Plants wrapped 50 to bundle.

Shipping weight 15 lbs. to 1000 plants.

BY MAIL POSTPAID

25	Plants	for\$.80
50	Plants	for	1.10
100	Plants	for	1.65
500	Plants	for	4.00
1000	Plants	for	6.00

EXPRESS COLLECT

500	Pl	ants	for	\$2.75
1,000	to	4,000	Plants	5.00
5.000	to	9,000	Plants	4.50
10,000	an	d over	major habit filter from habit dans dans dans construction construction construction dates construction.	4.00



We wanted to tell you how fine your plants were we ordered last Spring. We had wonderful luck with tomatoes, cabbage, cauliflower and peppers.

Mr. Irvine Werner, Pigeon, Mich.

Piedmont EGGPLANT PLANTS

BLACK BEAUTY—80 Days. The best all around variety for home gardeners, and truckers. The fruit is large, egg-shaped of a beautiful glossy purple color.

You can easily grow the desirable, vitaminfilled eggplant this spring. Our Eggplant Plants are vigorous field-grown plants with well developed root systems. Set some of these plants and produce quantities of fruit early in the season. Ready April, May, June.

FOR EGGPLANT PRICES
SEE OPPOSITE PAGE



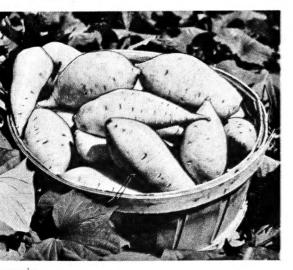
Piedmont SWEET POTATO PLANTS

Our Southern Yams are sweet potatoes at their best. The flesh is juicier and the taste is sweeter than any other. The plants are grown from selected seed stock, treated for every kind of disease, and government inspected. Set these sturdy plants for a heavy yield of delicious sweet potatoes. Ready April, May, June.

CULTURE—SWEET POTATO—Prepare land in 3½-foot rows, using 800 to 1,000 lbs. of 4-8-8 fertilizer to the acre, and throw up 8 inch ridges on the fertilizer. Set plants after danger of frost is over 12 to 15 inches apart, which requires 11,000 plants to the acre. Harvest just before frost kills the vines.

VINE PORTO RICO—This is the most popular of the yam potatoes and is an enormous yielder. This potato with its rich deep yellow meat can be grown successfully in many sections of the North. We recommend it to those who have never tried the southern yam.

BUNCH PORTO RICO—A strain of the Porto Rico recently developed, this plant grows upright with very large leaves and little vine growth. Set some of these plants to produce a potato similar in size and share to the Vine Porto Rico, but superior in quality. The yield is heavier than any other strain of the Porto Rico.



PRICES ON VINE PORTO RICO

BY MAIL POSTPAID—50 plants for \$1.10, 100 plants for \$1.65, 500 plants for \$4.25, 1000 plants for \$6.50.

BY EXPRESS COLLECT—500 plants for \$3.00, 1000 to 4000 plants for \$5.50 per 1000, 5000 to 9000 plants for \$5.25 per 1000, 10,000 and over \$5.00 per 1000.

PRICES ON BUNCH PORTO RICO

BY MAIL POSTPAID—50 plants for \$1.50, 100 plants for \$2.00, 500 plants for \$6.00, 1000 plants for \$10.00.

BY EXPRESS COLLECT—500 plants for \$5.00, 1000 to 4000 plants \$9.00 per 1000, 5000 to 9000 plants \$8.75 per 1000, 10,000 plants and over \$8.25 per 1000.

ORDERING MADE EASY

BETWEEN THESE PAGES YOU WILL FIND YOUR ORDER ENVELOPE. JUST FILL OUT YOUR ORDER, PLACE REMITTANCE IN POCKET, SEAL AND MAIL. NO POSTAGE IS REQUIRED. READ THESE FEW SUGGESTIONS BEFORE ORDERING:

- 1. **TIME OF SHIPMENT.** Crder your entire garden at one time. You may order your frost-kill plants in advance, giving the date you wish shipment made. It will be a saving to you to send one order.
- 2. **REMITTANCES.** You can send money safely by Post Office money order, bank draft or check. Our terms are cash with order or C. O. D. For your convenience we will make C. O. D. shipment. However, as an additional C. O. D. fee must be paid, it will be a saving to you to send remittance with your order.
- 3. **TRANSPORTATION.** We advise Express shipment on all orders of 2000 or more plants.
- 4. **AIR SHIPMENT OF PLANTS.** Plants cannot be shipped by Air Freight. Air Express and Airmail rates are so high that we advise against shipment by either method.

NEW ORDER ENVELOPE ASSURES PROMPTNESS AND ACCURACY. The new order envelope you will find between these pages is especially designed so that your order can be handled as quickly and accurately as possible during the rush of our Spring shipping season. It will be a help to us if you will use it when ordering.

CARE OF PLANTS ON ARRIVAL. As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out in soft mud, cutting the strings and spreading the plants. Keep the roots moist and the tops dry.

IMPORTANT—Leaves of plants will sometimes wilt or turn yellowish green in transit. This does not hurt them. They will recover their fresh green color soon after planting.



An early order is a saving to us which we want to share with you. It enables us to take care of the necessary clerical work before the shipping season, and we are glad to show our appreciation by giving you a discount for ordering early.

ON ALL CASH ORDERS OF \$5.00 OR MORE POSTMARKED MARCH 15 OR BEFORE YOU MAY SELECT 10% OF THE VALUE OF THE ORDER IN ADDITIONAL PLANTS. The additional plants must be listed on your order or none will be sent although you notify us later.

USE NEW ORDER ENVELOPE



Start your Garden with

PIEDMONT PLANTS

	Plants	List Price
Cabbage	50	\$.55
Onion	. 100	.80
Lettuce	25	.80
Broccoli	25	.80
Cauliflower	25	1.00
Hybrid Tomato	50	1.40
Pepper	25	.80
Eggplant	25	.80
Totals	325	\$6.95



for only \$395



U. S. DEPARTMENT OF AGRICULTURE

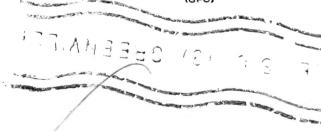
LIBRARY

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PRINTED MATTER

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300



Library, U. S. Dept. of Agriculture, WASHINGTON 25, D. C.

Bibl.